REPLACEMENT SHEET
Inventor: Anil Malhotra
Title: SYSTEM FOR AUTOMATING PURCHASE RECOMMENDATIONS
Attorney Docket No. 141388.00000-P1215US01
Appl. No.: 10/600,283 Group Art: 3629 Sheet 1 of 8

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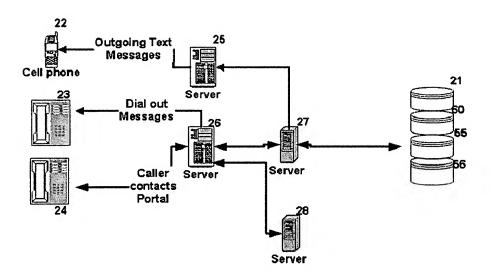


FIG. 1

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Attorney Docket No. 141388.00000-P1215US01
Appl. No.: 10/600,283 Group Art: 3629 Sheet 2 of 8

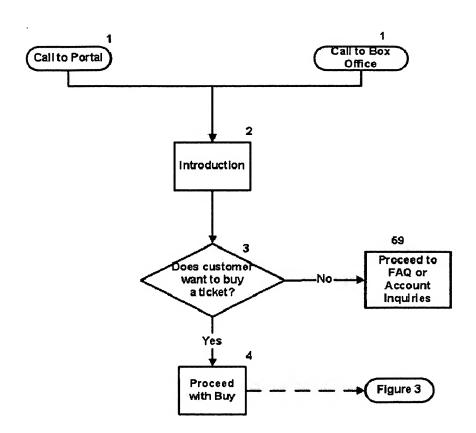


FIG. 2

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Attorney Docket No. 141388.00000-P1215US01 Appl. No.: 10/600,283 Group Art: 3629

Sheet 3 of 8

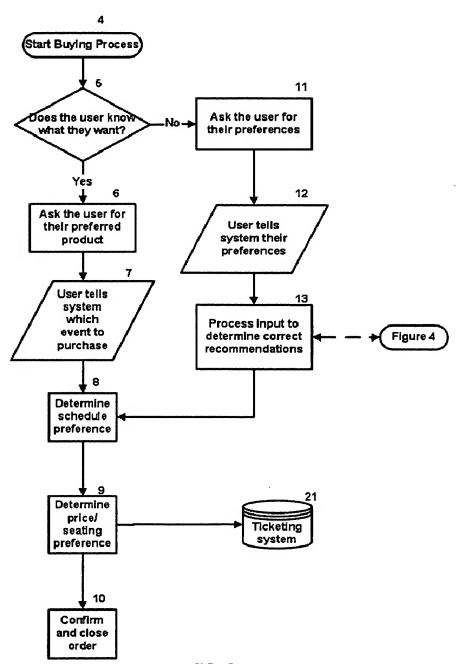


FIG. 3

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Attorney Docket No. 141388.00000-P1215US01

Appl. No.: 10/600,283 Group Art: 3629 Sheet 4 of 8

13 Recommendation Presentation Process User Preference Mapping Engine to Figure 5 determine possible recommendations 30 Sort Event Scores Does the user want a from highest to subscription? lowest 34 Yes Present 31 next Sort Event Group highest Scores from ranked highest to lowest event No 32 Does the customer Present next want this event? highest ranked **Event Group** Yes No End Recommendation 33 **Presentation Process** Does the customer -Yeswant this Event Group?

FIG. 4

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Attorney Docket No. 141388.00000-P1215US01
Appl. No.: 10/600,283 Group Art: 3629 Sheet 5 of 8

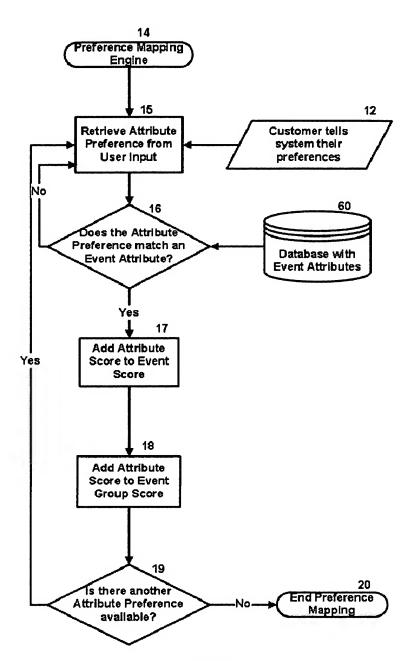


FIG. 5

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Attorney Docket No. 14138; 00000-P1215US01
Appl. No.: 10/600,283 Group Art: 3629 Sheet 6 of 8

FIGURE 6

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Appl. No.: 10/600,283 Group Art: 3629 Sheet 7 of 8

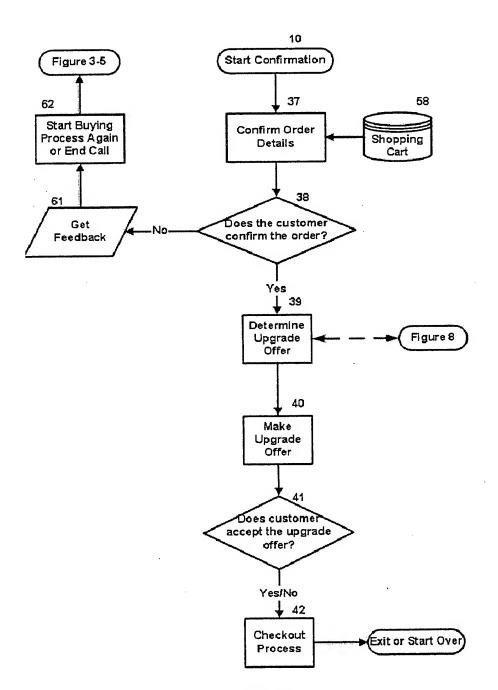


FIG. 7

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Appl. No.: 10/600,283 Group Art: 3629 Sheet 8 of 8

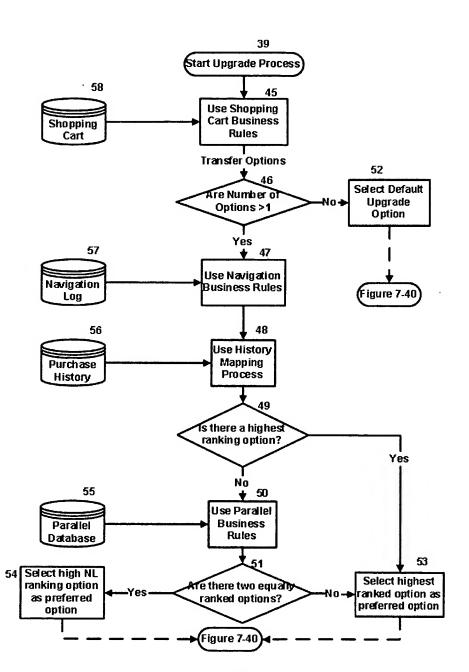


FIG.8